**Media Effect on Millennials**

Now a day’s many millennials use various forms of media as a way of communication and entertainment. New technologies are developed daily, consuming millennials into a form of lifestyle only consisting of these materials. The constant use of internet activity eliminates the common face-to-face communication. Millennials are cooped up in the life of Facebook, MySpace, Twitter, etc. and it doesn’t allow them to live their lives. Even though these applications help with communications among friends and family, millennials find themselves spending hours on the computer a day rather than being outside enjoying their time.

The media demonstrates life to these millennials. The news shown on television states others people’s beliefs and millennials feel the need to conform and choose one side, instead of having their own viewpoint. It is important that millennials start to form their own common beliefs because when the other generations disappear or when newer generations are born they can compare the beliefs or the millennials to past generations and form their own opinions on certain topics of the world; therefore creating diversity among many types of people from or within every generation.

According to Jeffrey Jensen Arnett the millennials are the generation containing the highest potential. This assumption is based mainly upon the fact that most of this generation has achieved a higher level of education since some people included in past generations did not even complete their high school education. Many opportunities are currently available for the millennial generation. Even though millennials are thought to have the most potential it may be corrupted due to the increasing impact of the internet and other technologies. Linda Walter believes that there is a decline in face-to-face communication among this generation. Walter said, “Even though they're with their peers, they're wrapped up in electronic conversations, and they lose track of body language and those signals that are around to what's happening… They sort of block them out."

Even teenagers themselves within the millennial generation agree that the internet is a big part of the millennial’s lives and also the way it impacts their lives for the better. Jaime Bergerson, a 17 year old high school senior, started a group called Teens4Peace which gives high school students a way to be socially involved in issues around the world. Bergerson gave a statement regarding the impact of the internet on her organization saying, “The Internet is the only way to basically contact people across the nation… That's the way we've started our chapters in California or Florida or Boston." She created a website for her organization and created Facebook and MySpace accounts which became very popular with the targeted generation all over the country.

Statistics show that about 77% of the millennial generations are online daily. They technological advances made over the years have drastically impacted this percentage, compared to the impact on the other generations. Three out of four teenagers are online and this stat will most likely increase over time due to the advancing technology discoveries. They majority of time spent on the internet by this generation is used for entertainment purposes.